



Murder mystery
THEMSELM
hosts a killer
night. **Page 5**

SPROKE

A LEARNING NEWSROOM FOR JOURNALISM STUDENTS



**Green is the
New Black**
Students help
Fairview Park Mall
with green initiative. **Page 6**

Monday, April 6, 2014

CAWESINGA COLLEGE, AITCHISON, ONT.

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Robert Kees gave his daughter 15 months' notice and a message off to support the Go Blue! Go Bald! event held by Make A Wish Southwestern Ontario.

Go Blue! Go Bald!

BY CARRIE BLACK

Participants in Make A Wish Southwestern Ontario's ninth annual Go Blue! Go Bald! fundraiser raised approximately \$30,000.

Supporters raised pledges in April that hair blue and some lost their heads shaved at the event, held March 28 at Lakeshore Tavern in Aitchison. There was also a silent auction that was open to the public.

Go Blue! Go Bald! has raised over \$1 million of money southwestern Ontario since it began.

"Participants in our Go Blue! Go Bald! fund share events raise pledges and money colour their hair blue and shave their heads for our sick, kids and Stephanie Field, manager of communications and development.

Blue hair extensions could be purchased for a \$5 donation at the Make A Wish office if supporters chose not to go bald. People could also get involved by texting an

email that focused on the blue theme. The possibilities were endless.

"Each year Make A Wish Southwestern Ontario holds a Go Blue! Go Bald! event, however, supporters are encouraged to join in the fun at any time of year and anytime a Go Blue! Go Bald! head shave or hair shaved fundraiser at their school workplace or community field and

Make A Wish Southwestern Ontario works to give children with life threatening medical conditions the chance to experience hope, joy and love their most valued in 2014, the organization was able to post 50 wishes for exceptional children.

Beyond the blue hair theme, an easy unique and heart-warming stories and Love Quilt quilt creative either in media release.

"One such story is that of 13-year-old Agnes who has participated in Go Blue! Go Bald! since 2009. In the past four years, he has raised a cumulative total of \$5,000 for Agnes' wish

request to participate in a field that involved a wish and has active involvement in the event.

William Laps, one of the many supporters who attended the event, said "My sister and I have been in the past two years. I've loved it, and the video and I wanted to do my hair, my hair. We even brought our little brother this year.

The event was sponsored by CTV, K1000 99.9 FM, 100.1 K1000 FM and the Waterloo Region Board of Health from March 10, 2014 and supporters to take a step.

The participant pledges totaled \$14,000.00 for the event, and with the silent auction and show prize the event total will reach around \$30,000 said, Stephanie Field, manager of communications and development.

To learn more about Make A Wish and how you can get involved call 519-471-4500 or visit www.makawish.ca. There is also a Facebook page at www.facebook.com/makawish and a Twitter page at @MakeAWishSWO.

aWEARness 'moves' people

BY BRADLEY BORN

Students in the visual merchandising arts program at Cawesing College have done a year's showcasing their personal costume designs at the fifth annual aWEARness runway performance on March 20. The event theme was the Evolution of Movement Through Time.

The students' designs were presented in a runway and in a video created by broadcast television students. The performance was held at the Grand Theatre for the Performing Arts and proceeds went to 14 annual Spring Days of Canada.

"It always takes a couple of weeks after we finish the lot of the talk to come in and be paid the visual merchandising coordinator of the visual merchandising arts program. However, I was still confident at this time that the students and their goal to see enough funds to sponsor the training and care of a new

guppy which will be donated to a family in our community who has a child with autism. For this contest, they are given the privilege of choosing the guppy and they selected the same. This is to honour their college concept.

The students worked on their designs for a long time, some for over a year. "We had to do the designs, then staff like watching video and taking notes of costumes and staff like that and Cheryl Hunsman, one of the students' designers. Hunsman was inspired by the movement, and beauty of the Northern Lights. She wanted to know as how she could show the specific moments and colours of those.

Some of the other student designers and their inspiration was:

- Eric Jendel who used the Big Bang as inspiration.
- Laura Tomblin who whose designs are inspired by the movie Life.
- Rachel Weiss was inspired

by nature, focusing her designs on lightness.

- Angela Field did a futuristic design.
- Shadia Dwyer did a road.
- Lauryn Hunsman created a piece around women's rights.
- Amanda Dwyer work was based around the energy of the human body.
- James White created a design using a smaller theme a heartbreak.

David Shumaker decided to work with the "broken of" theme.

- Kiana Shumaker design was based on a person.
- Jennifer Dwyer created her piece as a water wheel.

Macay Hedges an evaluation of design programs at Cawesing College said "It's all about creativity. What is it to do in inspire the students get to think outside the box, but just go with their heart and just do something like."

"It's a visual display really quite real."



PHOTO BY BRADLEY BORN

Students in the visual merchandising arts program at Cawesing College showcased their costumes on March 20 at the Grand Theatre for the Performing Arts. For more photos see Page 6.

Now deep thoughts ... with Conestoga College

Random questions answered by random students

If you could have any animal
as a pet, what would it be?



"A tiger to cross between
a male lion and female
tiger."

Kaitlin Thompson,
first year
international business management

"A monkey"

Myan Shandford,
and year
computer programing



"Any sort of bear,
a polar bear."

Myan Shandford,
second year
computer programing



"A beak"

Breah Akbar,
first year
accounting



"An octopus."

Breah Akbar,
first year
accounting



"A tiger"

Vivian Ward p,
first year
general business



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FILBERT CARTOONS



By J. A. Brown



For more cartoon and content visit our website at conestoga.ca

Bad asphalt leaves holes in roads and budgets

BY JACK PARSONS

The common pitfall costs Ontario about \$2 billion a year. But one man says he has a solution to this problem.

Bruce Hogg is a Dutch engineer who travelled to Canada and became a structural engineer at Queens University in Kingston in 1995. Since then, Hogg has taught a bumper crop of the institution's best and brightest students and formed his own research group which has received roughly more than \$24 million in funding from private and governmental sources since its inception.

The Hogg Research Group covers a range of topics but places special emphasis on road infrastructure and its improvement. In a Toronto Star article in January 2014, Hogg said the main problem was the low quality of asphalt used on most Ontario roads. "More than half the asphalt I've tested... doesn't quite cut it," he said. And that will crack in the first winter. After 10 years it will be rubble.

To make a long story short, Hogg put his head up with low quality asphalt and devised a series of tests to ensure that asphalt was produced at a higher quality. He took them back to the City of Kingston, which implemented them and the results speak for themselves. Kingston has not reported any cracking after five years with the better asphalt.

The question is whether — why not? Waterloo Region chief executive like this?

According to Katherine Ward, 10 Councillor Bruce Marsh who helps set 10's budget and has contact with road departments, staff the main reason might just be a simple lack of information.

"I haven't noticed the potholes in Waterloo Region, and there were more than other cities in Ontario," Marsh said.

The real deal while road repairs and costs are discussed at council meetings is what is it they are needed.



PHOTO BY JACK PARSONS

Former City of 10's councillor Katherine Ward has received to push the issue of asphalt quality in Waterloo.

The quality of the asphalt has not been a topic of discussion. Marsh was open to the idea of higher quality asphalt and said she would give the province her support if her ward residents demanded change.

Former councillor Don Gosselin, who ran his race in the 2014 Waterloo election, told a different story about when he was on city council.

"I was told, 'Oh, we're looking into it,'" Gosselin said. "Which otherwise means nothing much."

Gosselin feels strongly about the quality of the roads in Waterloo Region and stressed that there were too many contractors in the job. He said the province was not doing enough to fix the infrastructure. He said the province was not doing enough to fix the infrastructure. He said the province was not doing enough to fix the infrastructure.

in the Ontario there cycle where water seeps into the potholes in asphalt. From there it seeps and expands then settles again leaving the road weak. It's structurally sound, it's not structurally broken. Then it rains, it rains the rest of the potholes in any given city road.

"We spent a lot of money on (asphalt) and Gosselin said, who wanted to bring the issue before local officials even though he is no longer a councillor. "We need a model of consensus agreement, it's the only way to get that (Kingston) staff had to be presented."

According to Gosselin, roads that are properly maintained could last for up to 10 years — a lot longer than the current construction in Waterloo Region today.

As the next term approaches, and you feel a pothole, don't get angry — get involved. Let your councillor know you want better roads.



Winning student performs a ballad song at Conestoga's Got Talent. The contestant took place on March 24 in the Sundance.

Violinist wins Conestoga's Got Talent

BY JAMES KENNEDY

Students put the chance to show off some of their skills at Conestoga's Got Talent, which was held by Conestoga students in the Sundance on March 24. Auditions for the talent show started on March 5 and ran until the 24th with a total of 25 students auditioning.

Start of the performance song and played the guitar performing songs from Michael, Armand, and the Marley to name a few. But a few students showed other talents including ball dancing and violin playing. One student, Colton, Conestoga, auditioned everyone by singing Steve Nicks's songs in just one minute.

The grand prize was \$100 with \$250 going to second place and \$100 going to third place. Conestoga came in third second place went to Wade from who sang Up by Aerosmith, and the first place

prize went to Chris, Laps, for his violin skills.

Gifts were sold at the event with the proceeds going to Make a Wish. The charity has a wish list of items being placed. Twenty-five flights, Conestoga employees and Jennifer Black-Harper CEO and president of Make a Wish Canada, are travelling to Iceland Aug. 4 to take the Conestoga tag on a plane. They hope to raise \$100,000 for the charity.

"Our main goal is to raise about \$100,000 before the day of the walk and March. Between a volunteer at Make a Wish.

The show had a huge variety of talents that were performed and all of them were impressive, and fantastic. Between the programming co-ordinator for GBT, "It is a great way for students to express themselves, get out of their comfort zones and make friends."

STUDENTS SHOW OFF THEIR CREATIONS



BOBY BY JAMES KENNEDY

Students (clockwise) at Conestoga's engineering student, attend a (the National Engineering) March 24, showing off the most to and Rip in London, a follow student last. For more stories go to www.kpsnewsline.com

NEW RECREATION CENTRE WILL BE WORTH THE WAIT



BOBY BY JAMES KENNEDY

Mike (right), Conestoga's vice president of Student Affairs, is happy to see that the recreation centre is on campus. He is also proud of the fact that the design will benefit students in the long run. For more stories go to www.kpsnewsline.com

VIDEO GAME SWAP BRINGS OUT HUNDREDS OF GAMERS



BOBY BY JAMES KENNEDY

The Video Game Swap at BM Park in Waterloo provides hundreds of gamers with the opportunity to browse through a selection of games. For more stories go to www.kpsnewsline.com

Male image scrutinized

BY MICHAEL MCGILLIVRAY

Bodybuilding, hair removal and shaving are all things women discuss about. But now men are too.

A recent study conducted by Shantford, the online news company, found kinds of male beauty have increasing prevalence in entertainment media and advertising.

The Shantford article stated that although more women have reported openness about their bodies the prevalence of men admiring body image-based issues is growing at a much faster rate. The number of men's beauty products increased by more than 10 per cent worldwide between 1993 and 2001, making the male cosmetic industry worth just under \$1 billion globally.

So what are the new kinds of male beauty? Shantford gathered information from professional publications, video, television, and social media to find out what society makes a man an attractive today.

In their study they focused on 13 countries and how the societal norms of beauty for men varied.

For example, in Japan, men face media pressure to have the perfect, muscular body. A popular look for American men in recent years is the "underarmored" physique based on muscles and white.

For African men, they found that more of a macho, hairy man was needed. They featured around in a 2000 study of the most men seen on the week-end television.

In western men before Western men became and hairless are an ideal and undergo cosmetic surgery. Study African men in whole men, even though they only make up one per cent of the population. This lightening means in the lightening and only in male beauty product drive.

For Pacific men, they often use body hair removal on some and in the United Kingdom, it is common for men to have tattoos.

In South Korea, making and plastic surgery very popular particularly in make eye-liners, forehead epilate and make a high bridge nose.

From all of this, there is the world's ideal of beauty going to go? It is known that media has a negative effect on how women see themselves. Only two per cent of women can claim themselves beautiful according to Dove. But now it is coming men as well.

Due to the pressure men create people today have lost touch with their body's nature. A study in San Francisco, Ohio University found that while women struggle with trying to fit in because men change the male becoming more muscular. Men and women must remember it is what is on the inside that counts.

The above stories represent the position of the newspaper, not necessarily the author.

Letters are welcome

Spoke welcomes letters to the editor. Letters should be signed and include the name and telephone number of the writer. Writers will be contacted if we need further information. We do not publish letters unless the publisher allows them to be longer.

Send 970 words. Spoke reserves the right to edit anything for publication. Address correspondence to: The Editor, Spoke, 249 Dean Valley Dr., Box 1123, Okanogan, BC, V2C 6K6.



Women are not the only ones who have issues with the way they look.

Discrimination still exists

It's two steps forward, two steps back

BY NATHAN BROWN

Most people would assume that we as a society are not accepting of each other for who we are. However, in some ways we are stuck in the past, where we always were more accepting. We are not as racist, and most other forms of discrimination are not as common. However, transphobia has a lot of a huge problem as a trans gender woman in Hamilton, can attest.

An official complaint was filed to the Human Rights Tribunal of Ontario last October after the town of an alleged access to the women's restrooms at a bar owned by a security guard accused discrimination. Many after pointing out that she had the legal right to use the restrooms she was still denied to the men's facility. When a woman pointed out their legal rights to her wouldn't you stop aside? If hard with a situation such



Nathan Brown
Okanagan

as this you would think legal would consider racism.

The City of Hamilton has apologized for the incident after participating a spokesperson for the city said that all city staff receive human and discrimination prevention training including gender identity and expression training. However, if that were the case then obviously the training wasn't as thorough as management thought.

The city is also willing to make apologies even around accessibility all gender issues remain mostly avoidable. Transphobia must also state that the city is willing and after the tribunal

rating to reach an understanding any other transsexual stories. This sounds like the City of Hamilton is trying to avoid the fact, probably trying to avoid the city from creating and keeping the discussion about the incident as a non-issue.

Built on 1000, Tokyo Art, was passed in a Ontario community that promotes Human Rights Code to include gender identity and gender history that. These two groups has also prepared some discussion lists. However, just because legislation is in place doesn't mean everyone follows it.

Chris Gately a transgender advocate in Hamilton spoke out about the situation, saying that police involvement and use of the media's attention plans for transgender people.

"We need to get over this myth that all that there are more money on women to get into a mainstream to heart people." Gately said.

SPOKE

IS PUBLISHED AND PRODUCED WEEKLY BY THE JOURNALISM STUDENTS OF COMESTOGA COLLEGE

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Mysterious murder at THEMUSEUM

BY JEFFREY FORD

A gathering of people is set up in a darkly lit room, teeming with anticipation. A bone-chilling shriek rings out as a body lies the floor with a mysterious dead Blake lobby hall been murdered.

The Intrigue Mystery Adventure was the brainchild of the Four Chicks—students often vent misadventure post-note programs at Governor's Worcester campus. The event, which took place March 28 at THEMUSEUM, was a year-and-a-half project put together by the Four Chicks. They were organizing about a 30-person turnout, but close to 75 people purchased tickets.

"I'm impressed with the set up and Kasey Ocasio who played the role of Belinda lobby a prime suspect in her husband's murder. The team working on this are very intelligent girls."

Each attendee received a detective file given a book, but with details about each possible suspect, responsible for Belinda's death. The five suspects listed were before these detectives when the body lay the floor to uncover each other that they were all equal parts confused and concerned. Trying to remain calm, they stepped off to their designated

end parts of THEMUSEUM where the participants then began to split into suspect to solve the murder starting to murder in an attempt to find their own theories.

"I think it's Belinda because she has and Governor's second year financial planning student Graham Chang.

The actors remained on stage while making their original statements served drinks and as the night went on, members of the Four Chicks carefully placed clues throughout THEMUSEUM to help believe the probably burning theories.

"People arrived on the right time and Janet Morton one of the Four Chicks. "Once the other clues put out they'll slowly figure it out."

Those in attendance were fully involved into the event so much so that a study character—who was not one of the five suspects—was starting to come under scrutiny for his own complicity. Brenda Van Dine an employee at THEMUSEUM was dressed in a brown trench coat, wearing amateur sunglasses and sporting a grumpy beard. He maintained through the course some throughout the night not saying a word making many participants suspicious. He was often spotted in the upper levels of THEMUSEUM

looking down on everyone with a chilling gaze.

"I'm not going up there to be creepy. I'm going up there to do my job. Van Dine said, "I really hope someone guesses me."

Van Dine was a handsome addition to give the event an extra boost of anticipation. The right clue indicated that right clue guess meant that a suspect of five appeared to feel the detectives trying to solve the case. As the night went on theories grew strong. Participants not only had to search the right suspect, but also correctly guess a witness. Was it Jeffrey Ocasio, a lovely talent, Kasey Ocasio, a criminal investigator and close friend to Blake's Belinda, a European super model and love interest of Blake's Belinda wife Belinda, or Charlotte Turner, a hotel owner who knew all the dark secrets of each suspect?

As the participants were ascending to submit their last minute accusations an ominous bell tolled to mark that time had run out and the suspects returned back at the scene of the crime to tell their stories and uncover what actually happened to Belinda and why.

At the last, three suspects proved their innocence. Belinda, he said, "I may have



PHOTO BY JEFFREY FORD

Katie Ocasio, as Belinda lobby, reports her husband's tragic and sudden death at the Intrigue Mystery Adventure on March 28.

contributed to my husband's death but I did not kill my husband—which left one person with blood on her hands. In the end it was revealed Gordon the investigator—played by Graham Morton, a Governor's graduate—murdered Belinda over her jealousy a growing rivalry and her husband love for Belinda. "The last clue gave it away and winner of the Intrigue

Mystery Adventure Chris Ocasiano. "The characters all did a good job. Ocasio, what they didn't say was a better clue."

Along with Gordon the other members of the Four Chicks are Shelby Medford, Kasey Ocasio and Nancy Gross. Their event went off without a hitch and they all deserved the night, an overwhelming success.

"Our only limitations are those which we set up in our own minds, or permit others to establish for us."

Elizabeth Arden Self Made Moves

Just how does success drive business sales up or set the pace in business? Elizabeth Arden's Self Made Moves is a natural choice, not just because of the company's scientific beauty products, but also for its business growth and development. Elizabeth Arden, Charlotte and New York City-based, the world's first cosmetics company.

We think Elizabeth Arden's Self Made Moves is a great example of how the company has made their mark on their time in the world.



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Conestoga students showcase their designs



Students in the Conestoga's last merchandising art program held their 15th annual "The Art of the Costume" fashion show at The Conestoga Center for the Performing Arts on March 26. This year's theme was "The Evolution of Movement Through Time." All proceeds from this event went to National Service Dogs of Canada.

Photos by Rachel Roy



Sarah Douch was inspired by the raw power of a woman who is creating her costume design.



Gene Trivette designed her costume incorporating a hip-hop theme.



A student costume was inspired by the memory of holding her son's headless for the first time.



Lauren's costume is a tribute to her mother's love for her collection.



Brooks Pearson designed her costume to reflect a story.

ELMIRA MAPLE SYRUP FESTIVAL A FLIPPING GOOD TIME

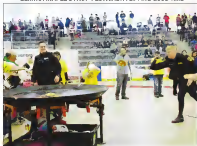


PHOTO BY MICHAEL MARSH

The Elmira Maple Syrup Festival was held March 28 with over 600 people in attendance. One of the events held was a pancake toss where teams had to do just that and pan-fry in a giant frying pan in order to win. Other activities included a craft show, water basketball and a pancake run.

Future Shop's closure leaves 1,500 jobless

After thousands of job losses this year, more will be added to the total with the closure of Future Shop.

The March 26 announcement was a shock to both customers and workers. The 560 full-time and 1,000 part-time employees will lose jobs by the 17,000 jobs were closed by the end of March of Target from the Canadian stores.

Future Shop's website said the sudden closure is due to the Canadian-based company and U.S. company Best Buy merging into one brand under the Best Buy name. Future Shop is a Canadian company that was purchased by Best Buy in 2011.

All 121 stores across Canada closed 46 of them however. The other 75 were set to reopen starting on April 4 in Best Buy.

Out of the stores in Waterloo Region, only the store on King Street and Northfield Drive will turn into a Best Buy.

In total there will be 192 Best Buy locations in Canada, including 51 mobile stores. According to a Best Buy press release, most retail centers, service appointments and warranties will continue to be han-



Heather Steady
Opinion

closed. As well, Future Shop gift cards will be used at Best Buy locations and online and exchanges will also be accepted.

Although many did not see coming, Future Shop had been struggling financially for quite a while. Many people saw new shopping online and through discounters such as Wal-Mart, which are also tough competitors. Two years ago, eight locations closed due to this difficulty in survival.

Best Buy also said they "revised an internal strategy last month to address the fact that a significant number of the Future Shop and Best Buy stores are located adjacent to each other, often in the same parking lot."

They created a bunch of problems for both retailers.

Although Future Shop is owned by Best Buy, with the two stores being so close to each other, problems may arise for both companies if locations were more

spread apart, revenue would have been more plentiful. As well, both stores sold the same electronic products around the same prices as their wasn't much that set one store apart from the other.

Best Buy should have considered the impacts regarding the placement of stores being so much close proximity to each other when the stores were being built. This would have eliminated the need to store so many stores. At the very least, more locations could have been converted into Best Buy.

Although the loss of jobs is inevitable, workers at remaining Future Shop locations should have been given Best Buy jobs. This way more income would have a significant work-knowledgeable employees.

Best Buy said in a March 28 press release that they will be investing 1,000 dollars in training to up home appliances on all stores. This way staff and improving the online support area.

It went on to say that although the company is closing 46 per cent of customers will still be within a 15 min drive of a Best Buy location.

CBC'S DRAGON COMES TO COMESTOGA



PHOTO BY GAIL FOWLER

Michael Marston of the CBC's Dragons' Den speaks to the audience during Comestoga College's Pitch Day event. For a full story go to www.comestoga.com.

IDEA EXCHANGE'S LATEST INSTALLATION

PHILIPPE BLANCHARD: STRUCTURED LIGHT

March 11 - April 1, 2012



PHOTOGRAPH COURTESY OF THE IDEAL EXCHANGE

Artist Philippe Blanchard's 'Structured Light' is the latest installation at the Ideal Exchange in Comestoga. This piece combines so-called 'structured' lights and sounds to create one mesmerizing experience. Follow us when a video story of what's happening here.

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Breaking the cycle of victimization

AN OPEN CONVERSATION

As children we are taught about stranger danger and about personal boundaries when it comes to sexual assault, but what about what victimization is or how to recognize someone who is being victimized?

Shirley Lorenzo, a fourth-year community and criminal justice student at Conestoga College and volunteer at Victim Services of Waterloo Region, has completed a research project that focuses on how victims can be better supported at Waterloo Region.

"Most people associate a victim with being someone who has experienced some kind of criminal activity like sexual assault, domestic violence, theft or homicide, but in reality a victim can experience other forms of victimization that aren't criminally related," Lorenzo said.

Through her research, Lorenzo was able to conduct a needs assessment for Waterloo Region which is expected out this fall. The document suggests that provide direct or indirect support for victims.

Lorenzo found there are great services available but victims don't know about them, such as financial assistance where victims can get money for counselling or for

things like taking a bus to their car or to work as the result of a lawsuit.

"There needs to be more awareness across the board in community across every age, school and class at the municipal level to promote awareness in high schools and job places," she said.

"We need to get employees involved in their training to try and understand victimization and part of victimization across Canada (PTSD) and how to recognize it."

In Canada, Lorenzo's research shows victims have an issue with the lack of criminalized in the criminal justice system. Feeling they don't have a voice. There are victim impact statements which are really beneficial but there needs to be further supports put in place.

"There is no job security and because of the economic impact of victimization, Canadians and companies lose millions of dollars. Victims can suffer from PTSD and stress. Their output at work can drop and the quality of work can be affected from their victimization," Lorenzo said.

"Victims are people like you people who live our lives and we know they can't think any more as they're coming in late because of the PTSD so their victims are fired and the com-



WORDS BY BETH BOWEN

Shirley Lorenzo is in Waterloo's community and criminal just so she don't want to not have to do to break the cycle of victimization.

pany has to live someone who they don't have the training on how to support employees who have been victimized so there is no legal protection for them," she added.

When police was called it is up to them to decide if Victim Services is needed. Although there is a policy in place where there are mandatory referrals to Victim Services, there also has to be training for police officers because if they don't understand how to identify who is victims they will lose any victims without support.

"Looking back on coming into my program, I feel well and legally have little support there so and with my work with Victim Services, it's the one thing that bothered me," Lorenzo said.

"I was involved in a robbery and I wasn't informed in Victim Services and if it wasn't for my mother who is a member I wouldn't have gotten any support."

Lorenzo was also a part of the Waterloo Literary Field in the Literary Resources Centre on Jan. 30. Her experience as a victim is what pushed her to share her story and put a name in other victims who felt they didn't have one.

"I want victims to start having a voice and feel supported and not disappointed. That's how I felt. I felt like I should be supported but I'm not supported anymore. I felt letting about what happened to me but experienced me so I finally hope that with more

services we can promote more people to come forward to get the services available and get an informed side as that's how we educate and share how whatever trauma they may have is shared."

The signs of victimization keeps people from talking about it. Lorenzo said some people may even believe that victimization doesn't happen that much and it's close.

In 2006 a national social survey was conducted and it found that 3.4 million Canadians self-reported as being victimized. That's one quarter of the population.

"We need people to recognize they have victimized and come out to society. It's not only more community aware, more to schools and to young people who victims have been told like when it is how the community can help you so where our attention needs to be," Lorenzo said.

"We have to fully grant agencies that want to help people but we don't have the funds and looking to do it because there's not enough funding to support these services," she added.

"Victims don't know about these supports or they're afraid to seek out support for fear of retaliation from the victimizer or because they're afraid of these services."

"It's the environment that really needs to be promoted throughout our region and nationwide so that's why my focus is on Waterloo Region because it's easier to get change in a smaller region."

Currently, Lorenzo is trying to implement an action plan campaign in Waterloo Region that says that victims are not alone. Victims of Crime Week, the week of April 13, lasted only a month of victim awareness where organizations were made come together and collaborate to educate people on the services available.

"In the end, the only way to support people is to help them to work together. We want to see people come forward rather than live in fear with the trauma in silence and be forgotten."

"I want people to other calls are about the victimization event. The only way for us to get beyond the stigma and the experience of victimization is to talk about it."

Lorenzo will be presenting her results and recommendations from her research on April 15 from 2 to 4 p.m. at the Blue Room at Conestoga College's Dean's wing.

For more information on Victim Services of Waterloo Region, visit their website at www.victimservices.ca.



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the Blue Room (enter through Service Centre) please
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Healthy eating revolution underway

BY KAREN POKORNEY

Maintaining a healthy lifestyle has always been something that a health conscious man or woman has had to do. But have you noticed that in the last decade, especially in the last five years, the trend has really been taking off? Restaurants with healthier menu options have popped up all over the place. Supermarkets have been doing a lot more to help people eat healthier. And even fast-food places have had to add "healthier" options to their menu.

Canada has always battled obesity—currently 66 per cent of Canadians who are overweight or obese. This trend is most alarming in the youngest age of overweight children in 2010, and 26 per cent of Canadian children were overweight or obese. Today the numbers have climbed to one in four children.

A movement to help reduce these numbers and to start changing people's minds has begun in 2008 when Health Canada introduced the Canadian Healthy Living Strategy (CHLS). This plan consists of two initiatives that were created to help improve health outcomes: reduce health disparities and ensure that everyone has access to a healthy environment. In 2008 the Ontario government introduced the Healthy Food for Healthy Schools Act which introduced guidelines in regard to the restaurants that serve the food and beverages in schools, meaning that the products sold at school must contain more than the prescribed percentage of water. It also prohibits pop machines and vending machines.

And thanks to this act, a Food and Beverage Policy was introduced in 2011 which mandates that schools play a major role in helping children and teens develop healthier eating habits and improve learning environments.

The Ontario Government is helping to kick-start this national dialogue to help already begin to see the way forward to promote and maintain healthy weight for children and youth and to ensure that all children have access to a healthy, Ontario. A recent release published in 2011, "Five-year plan to play in helping children and youth live a healthy life."

These changes helped make people aware that they should be living a healthy life. As a result, the market has seen a profound growth in our nation's buying behavior. The products we buy have changed. As people are paying more attention to the ingredients in their



PHOTO BY JENNIFER POKORNEY

Canadians are more focused on being a healthy life. In addition to increased awareness, people are now checking the ingredients in their food and what they're really getting out of products.

Food

"People are becoming increasingly health conscious and food and nutrition is linked strongly with chronic diseases like diabetes and heart disease," said Andrea D'Ambrosio, a registered dietitian at Ontario Consultants on Diet and Nutrition. "People are working to improve their health through diet."

Having said that, promoting "healthy" has become a leading strategy within the food industry. As subtle as it was back then, nowadays when you step off the grocery store, the majority of food packaging (if not all) have health claims that say "a great source of fiber" or "two a day daily servings of fruits and vegetables" which have played a major role in how people shop.

"In my private practice, I have seen a steady growth in clients and how people are looking to make dietary improvements," D'Ambrosio said.

Consumers are now looking for products that have vitamins and minerals as well as ingredients that benefit the digestive system and overall system. People are also looking for products that offer more antioxidants like flavonoids and flavanols, moderate fat and sugar, like fruits and vegetables that become popular again. In fact, they are so popular that the number of requests has been increased in the past five years. But there are some concerns as well as certain regulations and bans

— like trans fats, artificial colors of dyes and preservatives? Take for example, fat levels in such high demand lately due to its health benefits that in 2013 sales increased 46 per cent.

44 People are becoming increasingly health conscious since food and nutrition is linked strongly to diseases like diabetes and heart disease. 33

— Andrea D'Ambrosio

However, we work together about organic products as they have taken off in this healthy movement as well. According to Statistics Canada, "the organic food market is described by industry analysts as the most dynamic and rapidly growing sector of the global food industry. Over small overall organic food sales have skyrocketed to almost \$10 billion in 2011. Despite the fact that organic products are a little more expensive, grocery stores have had to add their own organic sections to keep up with the demand."

Andrea D'Ambrosio is now playing in the big leagues in food that is gluten free.

"There's such a demand for gluten-free products that it's a little more expensive, grocery stores have had to add their own organic sections to keep up with the demand."

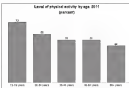
However, even though only one per cent of Canadians

have celiac disease, many still feel that they are sensitive to gluten, which contributed to one 66 per cent increase in sales in the past three years. Like organic products, grocery stores and restaurants

are also seeing a lot of demand for gluten-free products. It's a well-known fact that keeping gluten intake down can help reduce the risk of heart attack, obesity, diabetes and stress. In 2011, 64 per cent of Canadians mainly between the ages of 15 and 34 were thought to be eating an average of 66 per cent of gluten-free products.

With this health craze, the fast-food industry has taken a hit. A 2014 Globe and Mail article stated that one of the biggest competitors, McDonald's Corp., reported a 30 per cent drop in earnings in their third quarter as a result of not being able to keep up with the healthy movement, instead food demand, and that Coca-Cola saw their earnings drop 14 per cent.

Nevertheless, it is no wonder both are jumping in the healthy market. Everything



SOURCE: BY STATISTICS CANADA

In 2013, 64 per cent of Canadians met the goal of 150 minutes of physical activity, a five per cent increase since 2009.

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